

3139 University Ave. 92104

Proposal for Sustainable Design Improvements at Art Produce Building

Art Produce renovations and sustainable design improvements will provide design and development for utilization of renewable natural resources and further develop the site for daytime and nighttime programming. The Art Produce project will continue the sustainable/green design developments to the underutilized exterior area of the property.

Design improvements include:

- Retrofit all remaining interior and exterior lighting to high efficiency LED,
- Design and installation of PV solar panels and shade structures for outdoor spaces
- Installation of tankless gas water heater
- Expansion of garden area and "greening" of the property
- Expansion of educational cultural community programs to outdoor spaces
- Increase safety in the community through activation of outdoor space and lighting

Art Produce History

Stone Paper Scissors is a public art and education company owned by Lynn Susholtz. Stone Paper Scissors is the general partner of SPS Properties Partnership, which owns the Art Produce Building at 3139 University Ave.

The Art Produce Building has been a highly successful development project with arts and culture at its core. Public art and education is integral to the programming of the space and to the building itself. The intent is to serve as an example of public culture in the community- adding interest and vitality, enhancing the pedestrian experience and becoming a model for arts in community redevelopment and sustainable design.

SPS Property Partnership purchased the property at 3139 University Ave. in 1999 and renovated it for artist studios, art gallery, café and community space. At the time of purchase the building was owned by a private university in Washington D.C. and leased to North Park Produce, a grocery market. The market moved its operations to a new location and had been using the building for storage for more than a year. Even when the building was occupied, the University Ave. storefront windows were boarded up. The University entrance was also blocked with the main entrance off the back parking lot. The property was not maintained inside or outside and had been continuously vandalized and used for homeless encampments. The owners of the property were unaware of the situation, the neighborhood and the disrepair of the property.

The renovation of the building was completed in 2000 and in keeping a reference to the former tenant, titled Art Produce. Art is not an after thought in what to do with empty wall space, but a core ingredient in the dynamic programming and redevelopment of this site. It has been a successful example of how business and cultural production are a synergistic combination that adds to the health and vitality of a neighborhood.

The funding of this project will allow for the expansion of educational cultural community programs to the outdoor area on the site.

The goals of the original renovation and leasing of the property includes subsidized (by the other tenants) artists studios and subsidized art gallery, a benefit to all the businesses on the site. The rental spaces have been continually leased and the gallery continuously programmed for 10 years, with a waiting list for each. The benefit has been mutual in making this a viable sustainable business property and an active living building.

Art Produce Gallery is a unique storefront exhibition space facing University Ave. that provides free art exhibitions, lectures, community forums, film screenings and performances at the building. The gallery is entirely visible from the sidewalk and is accessible to everyone in the community. The gallery received the 2009 "Orchid Award" for public art from the SD Architectural Foundation and is considered one of the premier art venues in the region.

The gallery is well lit at night (until about 11pm) and visible to pedestrians and automobile traffic, providing an experience of art on the street. The 35' x 10' ft storefront windows of the gallery provide much needed additional sidewalk lighting on that stretch of University. Although very important to neighborhood safety, the gallery lighting is a substantial use of electrical energy.

The funding of this project will allow for the retrofit of the incandescent gallery lighting to high efficiency LED.

The area surrounding the property was extremely blighted 10 years ago. It has improved with more daytime activity, but there is still little positive activity after dark. The adjacent street, Herman St., is an example of particularly poor urban design. At its terminus into University, it dead-ends with no entry from the east, or exit to the west. The street is a full block long with no doors or windows facing it. The building on the east side of the street, CVS, has no architectural detail, no facade breaks, no activity on the entire block, terminating in the dumpster area and the back of a giant parking lot. Additionally, it is the only street near by that has no time limit for parking, allowing for transients, trucks and campers to stay for weeks at a time. All of these factors, plus inadequate street lighting make it a target for illegal after-hours activity. This has been a great safety concern for my tenants as well as a sizable ongoing maintenance expense. Art Produce building has security lighting on the Herman St. and the alley sides. The security lighting is a substantial electric energy use of the property.

The funding of this project will allow for the retrofit of the incandescent exterior security lighting to high efficiency LED.

The project improvements focus on the exterior of the building which is bordered by Herman Street and the alley. It is approximately 4,000 square ft. of outdoor space, - equal to the building interior. Over the past 4 months the outdoor space was transformed from an underutilized asphalt parking lot to a demonstration garden, a 1500 gallon water reclamation reservoir, design lab and event space. The development of the entire site expands the Art Produce public art and performance space into an accessible community cultural center focused on educational and sustainable/green practices. A performance space and film screening area, active educational programs in the garden and art production area, and an outdoor café will enliven the area and help ensure safety for the adjacent community. Photovoltaic solar panels and shade structures will make it an inviting place and an accessible visible model of sustainable design.

The recent addition of the Thursday North Park Farmers Market is a welcome activity and partnership. Currently the market vendors have access to the property every Thursday afternoon/evening. NP Main Street installed a stainless steel sink in the back of the property outside (in the project area) for use by the vendors. The market is scheduled to move to Herman Street in several weeks. In conjunction with the market, in September Art Produce will begin Thursday programs in the garden area, performance and workspaces. The next phase of Art Produce renovations and sustainable design improvements will further develop the site for daytime and nighttime programming.

The project is an expansion of the public community programming and partnerships already developed by Stone Paper Scissors and Art Produce Gallery. Participatory art and community engagement programming will include performance events, film screenings, food production, demonstration cooking and community building projects. *Art Produce programming expands established partnerships with educational and cultural organizations, local restaurants, the business improvement association, the local farmer's market, individual artists and community groups.*

Community Benefit

Stone Paper Scissors History

The mission of Stone Paper Scissors is to integrate community voice and vision into the cultural and physical landscape through arts and education.

Stone Paper Scissors has been creating public art projects in San Diego since 1994. Previous projects include the planning of public spaces, developing public arts initiatives for communities, integrating art into capital projects, and fabricating sculptural works. Four projects have received the "Orchid Award" from the San Diego Architectural Foundation as well as a special project award from the California chapter of the American Planners Association.

As a community activist Lynn is committed to developing educational, social and environmental resources for youth and families. A credentialed teacher, Lynn also develops curricula for schools and university education departments. UCSD students come to North Park to work with Stone Paper Scissors programs as part of their education and community service classes. Many Stone Paper Scissors public art and education projects engage students in re-envision their physical environment. Since 1990 Lynn has provided free afterschool arts programs in North Park. In partnership with NPCA and SD Youth and Community Services, Stone Paper Scissors brought SD City funding for arts and culture programs to the NP Recreation Center. The program provided free after school classes to children and teens in art, music, dance, theater and literature. It was the highest ranked and highest funded SD Neighborhood Arts Program for 4 consecutive years. Lynn has continued to provide free arts programming to families for 15 years, long after the funding ended. Students in the programs have participated in the designs of the North Park Elementary School, playgrounds, entry gates, murals and NP Community Park. Skill building, job training and mentoring are at the heart of all Stone Paper Scissors arts programming.

The funding of this project will allow for extension and expansion of community engagement cultural programming opportunities at Art Produce.

Commitment to Sustainable Design

Sustainable design and green conservation practices were implemented in the original renovation and are fundamental to the design and programming of the recent phase of development at Art Produce. The newest phase is focused on programming the exterior of the property and utilizing renewable natural resources.

To date all of the improvements have been privately financed.

Original 1999 renovation included:

- Electrical upgrades, additional electric meter
- Plumbing upgrades
- ADA compliancy
- Title 24 upgrades
- Tinted skylights
- Florescent lighting throughout building
- HVAC upgrades
- Ceiling fans
- Awnings

Total Site Improvements (1999) \$300,000

Site Improvements and Retrofits in the past 18 months include:

- Cool/reflective insulating foam roof
- Replacement of interior incandescent hall lighting with high efficiency LED

Exhaust fan installation in café kitchen, split HVAC systems, HVAC filter upgrades
Water diversion, storm water recycle, reclamation system and reservoir
Permeable surfaces
Edible landscape, reclamation of irrigation run-off
Removal of asphalt and toxic soils, replaced with recycled gravel, porous concrete
Food production/garden
Recycled wood furniture
Retractable security fencing and gates
Energy star rated replacement of community refrigerator
Recycle pick up
Public art installation

Total Recent Improvements \$84,000

Future Site Improvements:

Photovoltaic solar panels
Replace all gallery lighting with high efficiency LED
Replace exterior security lighting with high efficiency LED
Install tankless gas water heater
Shade structures for work areas
Performance and event space improvements and lighting/shade structures
Green walls and green tower structures
Increase planters, trees and garden area
Outdoor food production area
Install irrigation drip system
Composting
Public Murals
Dumpster enclosure

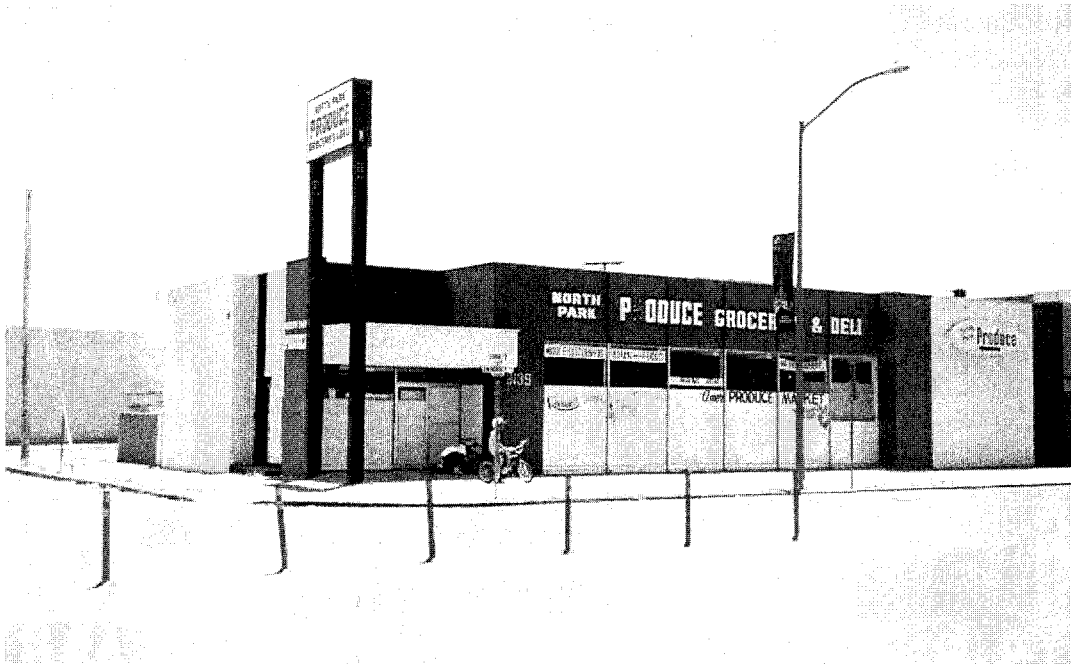
Total Future Improvements Estimate \$320,000

Request for Agency Funding:

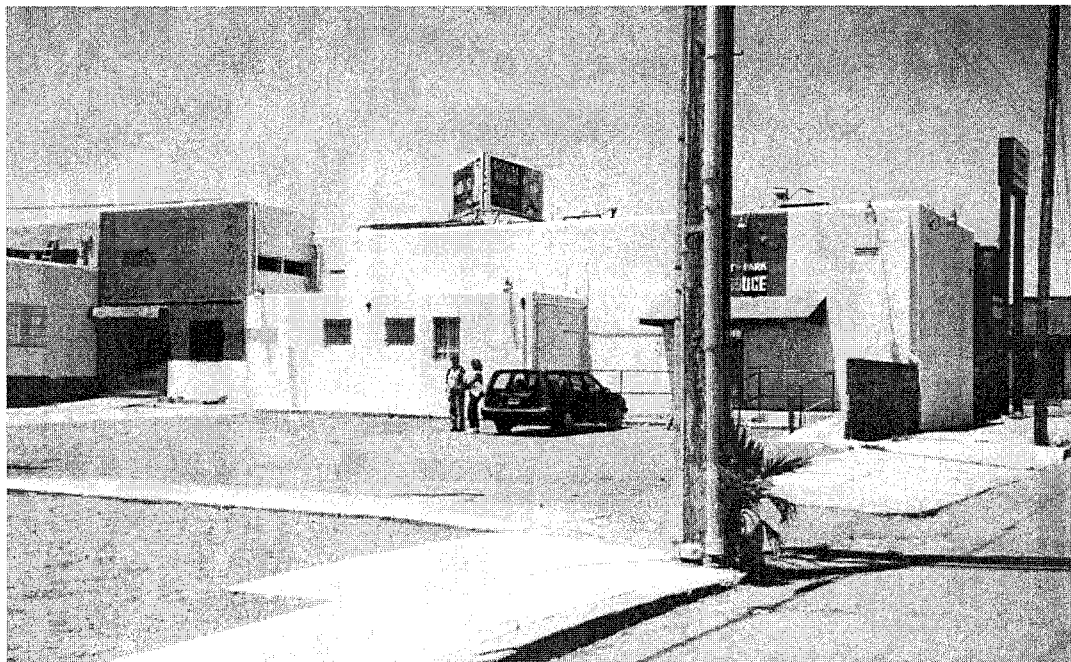
Replace all gallery lighting with high efficiency LED
Replace exterior security lighting with high efficiency LED
Architectural/Engineering consultant fees for PV solar structures
Performance and event space improvements/shade structures
Green walls and green tower structures
Increase planters, trees and garden area

Total Request \$ 100,000

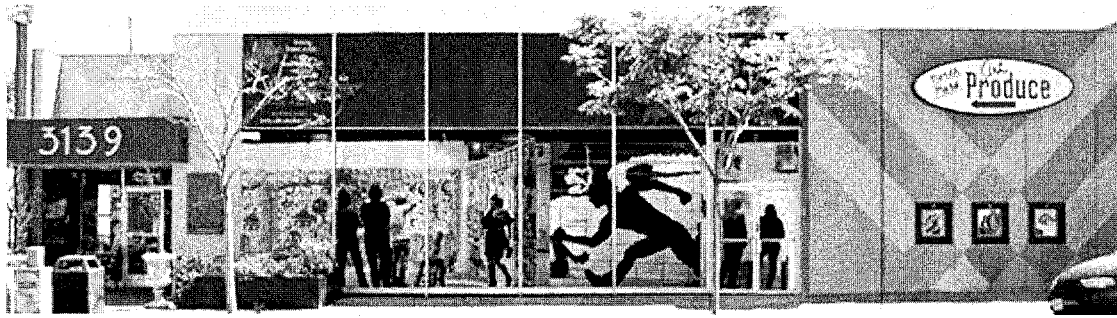
Art Produce



Art Produce building circa 1999



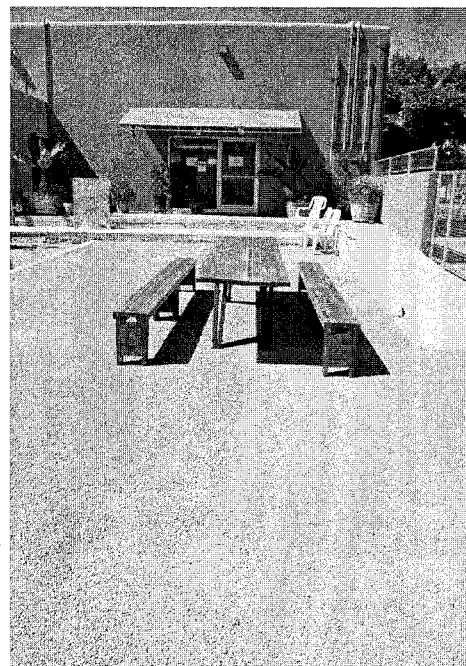
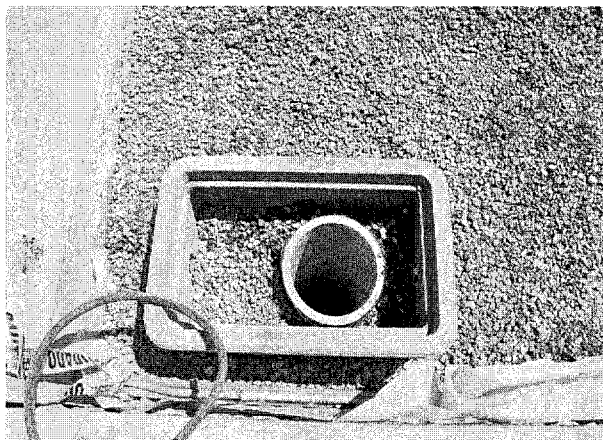
Back of Art Produce building circa 1999



Art Produce Gallery 2009



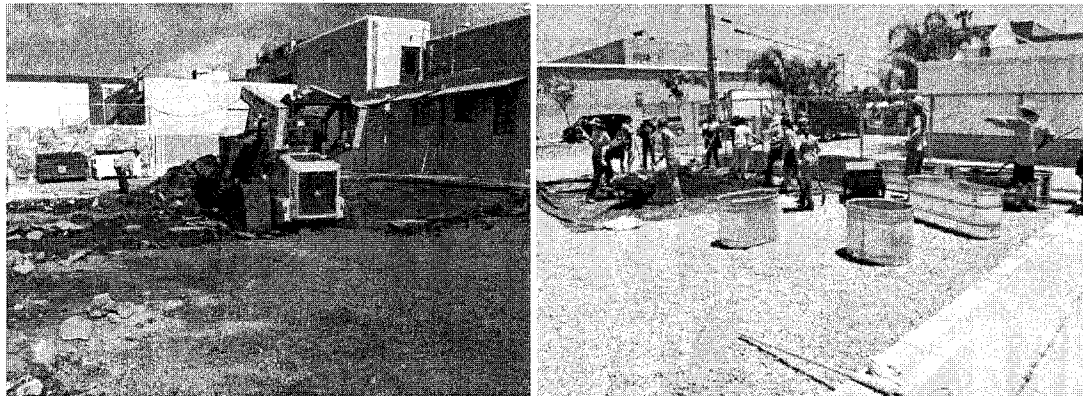
Art Produce water reservoir/garden/community space- July 2010
Future performance space/shade structures



Well Casing, recycled gravel, water reservoir, recycled wood table



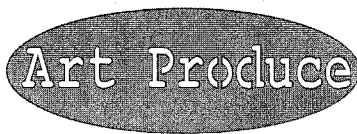
Project site facing Herman St/alley/CVS – May 2010



Removal of asphalt, installation of garden - June 2010



Art Produce Garden (phase 1) - July 2010



Art Produce Sustainable Design

3139 University Ave. 92104

www.artproducegallery.com

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Art Produce renovations and sustainable design improvements will provide design and development for utilization of renewable natural resources and further develop the site for daytime and nighttime programming. The Art Produce project will continue the sustainable/green design developments to the underutilized exterior area of the property.

Sustainable Design improvements include:

- Retrofit all remaining interior and exterior lighting to high efficiency LED
- Design and installation of PV solar panels and shade structures for outdoor spaces
- Installation of tankless gas water heater or solar water heater system
- Retrofit 2 dual flush low-flow toilets
- Expansion of garden area and urban orchard/food production
- Expansion of educational cultural community programs to outdoor spaces
- Increase safety in the community through activation of outdoor space and lighting

Art Produce History

Stone Paper Scissors is a public art and education company owned by Lynn Susholtz. Stone Paper Scissors is the general partner of SPS Properties Partnership, which owns the Art Produce Building at 3139 University Ave.

The Art Produce Building has been a highly successful development project with arts and culture at its core. Public art and education is integral to the programming of the space and to the building itself. The intent is to serve as an example of public culture in the community- adding interest and vitality, enhancing the pedestrian experience and becoming a model for arts in community redevelopment and sustainable design.

SPS Property Partnership purchased the property at 3139 University Ave. in 1999 and renovated it for artist studios, art gallery, café and community space. At the time of purchase the building was owned by a private university in Washington D.C. and leased to North Park Produce, a grocery market. The market moved its operations to a new location and had been using the building for storage for more than a year. Even when the building was occupied, the University Ave. storefront windows were boarded up. The University entrance was also blocked with the main entrance off the back parking lot. The property was not maintained inside or outside and had been continuously vandalized and used for homeless encampments. The owners of the property were unaware of the situation, the neighborhood and the disrepair of the property.

The renovation of the building was completed in 2000 and in keeping a reference to the former tenant, titled Art Produce. Art is not an after thought in what to do with empty wall space, but a core ingredient in the dynamic programming and redevelopment of this site. It has been a successful example of how business and cultural production are a synergistic combination that adds to the health and vitality of a neighborhood.

Funding this project will allow for the expansion of educational cultural community programs to the outdoor area on the site.

The goal of the original renovation and leasing of the property include subsidized artists studios, art gallery, and non-profit rental space- creating a collective of mutually beneficial enterprises. The rental spaces have been continually leased and the gallery continuously programmed for 10 years, with a waiting list for each. Supporting artists and non-profits at subsidized/below market rates has been a good business model for Stone Paper Scissors and a benefit to the entire community. My business approach is to continue to invest in physical and programmatic improvements to the property, insuring that Art Produce continues to be a viable sustainable business property and an active living building.

Funding this project will continue the physical and programmatic upgrades to this property.

Art Produce Gallery is a unique storefront exhibition space facing University Ave. that provides free art exhibitions, lectures, community forums, film screenings and performances at the building. The gallery is entirely visible from the sidewalk and is accessible to everyone in the community. The gallery received the 2009 "Orchid Award" for public art from the SD Architectural Foundation and is considered one of the premier art venues in the region.

The gallery is well lit at night and visible to pedestrians and automobile traffic, providing a 24 hour experience of art on the street. The 35' x 10' ft storefront windows of the gallery provide much needed additional sidewalk lighting on that stretch of University. Very important to neighborhood safety, the gallery lighting is a substantial use of electrical energy.

The funding of this project will allow for the retrofit of the incandescent gallery lighting to high efficiency lighting.

The area surrounding the property was extremely blighted 11 years ago. It has improved with more daytime activity, but there is still little positive activity after dark. The adjacent street, Herman St., is an example of particularly poor urban design. At its terminus into University, it dead-ends with no entry from the east, or exit to the west. The street is a full block long with no doors or windows facing it. The building on the east side of the street, CVS, has no architectural detail, no facade breaks, no activity on the entire block, terminating in the dumpster area and the back of a giant parking lot. Additionally, it is the only street near by that has no time limit for parking, allowing for transients, trucks and campers to stay for weeks at a time. All of these factors, plus inadequate street lighting make it a target for illegal

after-hours activity. This has been a great safety concern for my tenants as well as a sizable ongoing maintenance expense. Art Produce building has security lighting on the Herman St. and the alley sides. The security lighting is a substantial electric energy use of the property. The new fence provides much needed 24 hour security to the property.

Funding this project will allow for the retrofit of the incandescent exterior security lighting to high efficiency lighting.

The project improvements focus on the exterior of the building which is bordered by Herman Street and the alley. It is approximately 4,000 square ft. of outdoor space, - equal to the building interior. Over the past 4 months the outdoor space was transformed from an underutilized asphalt parking lot to a demonstration garden, a 1500 gallon water reclamation reservoir, design lab and event space. The development of the entire site expands the Art Produce public art and performance space into an accessible community cultural center focused on educational and sustainable/green practices. A performance space and film screening area, active educational programs in the garden and art production area, and an outdoor café enliven the area and help ensure safety for the adjacent community. Photovoltaic solar panels and shade structures will make it an inviting place and an accessible visible model of sustainable design.

The recent addition of the Thursday North Park Farmers Market is a welcome activity and partnership. Currently the market vendors have access to the property every Thursday afternoon/evening. NP Main Street installed a stainless steel sink in the back of the property outside (in the project area) for use by the vendors. In conjunction with the market Art Produce provides FREE public cultural/educational programs in the garden area, performance and workspaces. The next phase of Art Produce renovations and sustainable design improvements will further develop the site for daytime and nighttime programming.

The project is an expansion of the public community programming and partnerships already developed by Stone Paper Scissors and Art Produce Gallery. Participatory art and community engagement programming will include performance events, film screenings, food production, demonstration cooking and community building projects.

Art Produce programming expands established partnerships with educational and cultural organizations, local restaurants, the business improvement association, the local farmer's market, individual artists and community groups.
Please see attached letters of support.

Community Benefit

Stone Paper Scissors History

The mission of Stone Paper Scissors is to integrate community voice and vision into the cultural and physical landscape through arts and education.

Stone Paper Scissors has been creating public art projects in San Diego since 1994. Previous projects include the planning of public spaces, developing public arts initiatives for communities, integrating art into capital projects, and fabricating sculptural works. Four projects have received an "Orchid Award" from the San Diego Architectural Foundation as well as a special project award from the California chapter of the American Planners Association. Local public projects include the Vermont St. Pedestrian Bridge, NP Community Park development plan and playground, Pershing St. Portal Plaza, and NP Elementary School.

As a community activist Lynn is committed to developing educational, social and environmental resources for youth and families. A credentialed teacher, Lynn also develops curricula for schools and university education departments. UCSD students come to North Park to work with Stone Paper Scissors programs as part of their education and community service classes. Many Stone Paper Scissors public art and education projects engage students in re-envision their physical environment. Since 1990 Lynn has provided free afterschool arts programs in North Park. In partnership with NPCA and SD Youth and Community Services, Stone Paper Scissors brought SD City funding for arts and culture programs to the NP Recreation Center. The program provided free after school classes to children and teens in art, music, dance, theater and literature. It was the highest ranked and highest funded SD Neighborhood Arts Program for 4 consecutive years. Lynn has continued to provide free arts programming to families for 15 years, long after the funding ended. Students in the programs have participated in the designs of the North Park Elementary School, playgrounds, entry gates, murals and NP Community Park. Skill building, job training and mentoring are at the heart of all Stone Paper Scissors arts programming.

Funding this project will allow for extension and expansion of community engagement cultural programming opportunities at Art Produce.

Commitment to Sustainable Design

Sustainable design and green conservation practices were implemented in the original renovation and are fundamental to the design and programming of the recent phase of development at Art Produce. The newest phase is focused on programming the exterior of the property and utilizing renewable natural resources.

To date all of the improvements have been privately financed.

Original 1999 renovation included:

- Electrical upgrades, additional electric meter
- Plumbing upgrades
- ADA compliancy
- Title 24 upgrades
- Tinted skylights
- Insulation
- Florescent lighting throughout building
- HVAC upgrades
- Ceiling fans
- Awnings

Site Improvements and Retrofits in the past 18 months include:

Cool/reflective insulating foam roof
Replacement of interior incandescent hall lighting with high efficiency LED
Exhaust fan installation in café kitchen, split HVAC systems, HVAC filter upgrades
Water diversion, storm water recycle, water reclamation system and reservoir
Permeable surfaces
Removal of asphalt- replaced with recycled gravel, porous concrete
Food production/garden/urban orchard
Recycled wood furniture
Retractable security fencing and gates
Energy star rated replacement of community refrigerator
Recycle pick up
Public art installation

Total Recent Improvements \$84,000

Future Site Improvements:

Photovoltaic solar panels
Replace all gallery lighting with high efficiency LED
Retrofit interior offices/studios with higher efficiency florescent bulbs
Replace exterior security lighting with high efficiency LED
Install tankless gas or solar water heater system
Dual flush low flow toilets
Shade structures for work areas
Outdoor performance and work space improvements and lighting/shade structures
Green walls and green tower structures
Increase planters, trees and garden area
Outdoor food production area/equipment
Install irrigation drip system
Composting area
Public Murals/Public Art
Dumpster enclosure

Request for Agency Funding:

Replace all gallery lighting with high efficiency lighting
Replace exterior security lighting with high efficiency lighting
Architectural/Engineering consultant and permit fees
Performance and event space improvements/PV solar shade structures
Dual flush low flow toilets
Green walls and green tower structures
Increase planters, trees and garden area

Sustainable Redevelopment Indicators for Success

Promote Livable Healthy Community

Adaptive reuse project retaining historic integrity of the structure, updating the programming and energy efficiency.
Development of underutilized outdoor private area into a 4000' sq ft. community cultural public space.
Security fence encourages biking to site, outdoor pedestrian activities are coordinated with the farmer's market, gallery and performance events.
1300' sq. ft. of garden area with 5 fruit trees already planted.
Community workshop area / educational programming- community cultural center.
Internship/mentoring/job training in design, art, education, urban agriculture.
Local business support thru consulting services, business partnerships and direct purchases.

Reduce GHG Emissions

EnergyStar retrofit to all interior and exterior lighting (approx. total 13,272 kWh annual savings)
PV solar panel shade structures Total 3000sq ft (generate annual approx. total 53,496 kWh) 1 Area over Performance Space = 15,000 kWh
Security fence encourages biking to site, restricts parking.
Potential site for electric car charging station.
Cool reflective insulating roof, shade structures, urban orchard, green walls, removal of non-permeable surfaces.

Water Conservation

Rainwater capture system and reuse holding reservoir (1500 gal. stormwater runoff)
Retrofit dual flush/low-flow toilets (reduce annual water consumption by 67%).

Resource Conservation

Composting and recycle program for tenants.
Recycled concrete gravel garden.
Demonstration project for urban garden/sustainable practices for urban retrofit.

Promote Sustainable Local Economy

Internship/mentoring/job training in design, art, education.
Local business support thru business partnerships, consulting services and purchases.
Event space for cultural orgs. and restaurants.
Demonstration project for urban garden sustainable practices for urban retrofit.

I am submitting a LEED 2009 Checklist for Existing Bldgs. rather than the Checklist for New Construction and Major Renovations. Art Produce seems to fit somewhere between both. I have spoken to several consultants regarding how best to fill out the form. All have agreed that what I am doing, and have done to date, is a quality sustainable retrofit, but doesn't fit neatly into the categories of the LEED Checklist. I am retaining the services of a local company that specializes in LEED certification and calculations. This is the best way to evaluate costs, analyze effective "green" programs and products, factor in offsetting rebates and determine best use of available funds.

Budget

Consulting Fees: Arch/Eng. for shade structures, LEED/Green cost analyst, Permit fees	\$4,700.00
Low-flow (2) toilet retrofit/plumbing	2,100.00
Interior lighting retrofit	7,300.00
Exterior lighting retrofit	5,200.00
Shade structures	23,500.00 (per area)
Additional exterior lighting	3,500.00
Planters, dirt, trees and green walls	4,250.00
 Total (1 shade structure)	 \$50,550.00
 PV solar panels/ Structure and Engineering for Performance Space area only (1 area 960 sq ft)	 \$66,750.00
 Total with PV shade structure and 1 canvas awning shade structure	 \$117,300.00
 Agency Funding Request	 \$100,000.00

PV solar panels -Purchase Total (3 areas)

GreenWise Solutions

System Cost Assumptions	PBI Rebate (\$.09)	EPBB Rebate (\$.65)
• Total System Cost	\$199,505	\$199,505
• CSI Rebate	-\$9,093	-\$7,589
• **Federal Tax Credit	-\$59,851	-\$57,574
 Total Cost After Rebate & Tax Credit	 \$130,561	 \$134,342

CCSE CSI Rebate Options

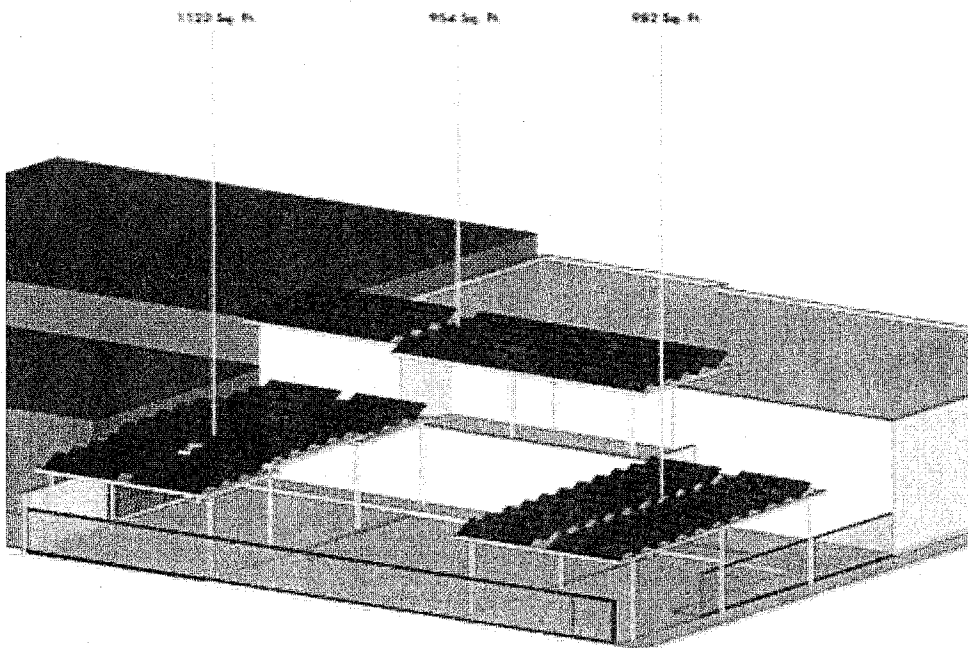
- (EPBB) Estimated Performances Based Rebate: Paid back to the customer in one lump sum within 60 days following the install. The EPBB incentive is based on actual system size installed (AC-CEC RATING).
- (PBI) Performance Based Incentive: Paid back to the customer once a month for five years following the install. The PBI incentive is based on actual systems performance.

Art Produce

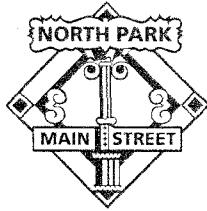
Art Produce Sustainable Design
3139 University Ave. 92104



Art Produce Garden/Community Space
Performance Area & Water Reservoir



Approx. 3000' sqft PV solar panels/shade structures



Revitalizing North Park Through Arts, Culture, & Entertainment

City of San Diego, Redevelopment Agency
Attn: Michael Lengyel, North Park Project Area Manager
1200 Third Avenue, Suite 1400, MS 56D
San Diego, CA 92101

September 22, 2010

Dear Mr. Lengyel:

The North Park Main Street (NPMS) Design Committee is pleased to support the proposal submitted by Lynn Susholtz, the Sustainable Development Design Improvement at Art Produce, as presented to the North Park Redevelopment Agency and NPMS Design Committee. The NPMS Design Committee commends Lynn and her plan to improve and expand upon the recently developed Art Produce Garden and incorporate sustainable/green design improvements to the property. When completed, the Art Produce Gallery and Garden will be a wonderful addition to the North Park community and will provide the neighborhood with cultural programs, public art, educational workshops, and sustainable green space. It will also be a model for arts in community redevelopment and sustainable design.

Lynn Susholtz has shown great dedication to the North Park community and has been a successful business and property owner at the Art Produce building since 1999. Lynn's current business, Art Produce Gallery, was one of the first to support and cultivate the arts movement in North Park and has been a great asset to the community. The NPMS Design Committee is pleased and excited to support her current development endeavors.

Sincerely,

Elizabeth Studebaker
Executive Director

SEP 24 2010

